

Wesner C. Michel

SOFTWARE ENGINEER

About

Results-driven, Software Engineer powered with over a decade of leading digital marketing experience spearheading impactful work for 120+ clients in the Tech, Health & Beauty space & more. Currently seeking a full-time position.

Clients

- L'OREAL
- Mercedes-Benz
- Skype
- Bing
- HSBC Bank
- Ernst & Young
- Verizon
- Philips Sonic Care

Languages

- React
- Git
- Javascript
- Python / Django
- HTML5/CSS3
- Node.js/Express
- MongoDB
- REST API

Skills

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Google Analytics
- CMS (Content Mgmt Systems)
- 360 Campaign Creation
- Google Tag Mgmt

Software

- Adobe Creative Suite
- Keynote/Powerpoint
- Mailchimp
- Hubspot

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Education

Full Stack Software Engineer, Jan- June 2023
BootCamp, General Assembly

Business & Marketing, BBA May 2008
Temple University - Fox School of Business

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Experience

Software Engineer,

Austin, TX

May 2023 to Present

Freelance

- Work alongside app founder and team of UX/UI Designers, and other engineers to build, test and develop new mobile dating app using Javascript/REACT.

- Design and Develop user interface for mobile and desktop.

Digital Marketing Consultant, Austin, TX

Nov 2018 to Present

Freelance

- Lead and direct the development and execution of data driven digital marketing strategies for brands in the health, retail and tech industries.

- Manage paid media campaigns, seasonal messaging and key initiatives across clients digital platforms.

- Work in collaboration with Creative & PR teams to develop and ideate content present across multi-channel digital platforms: including email marketing, social media and web campaigns.

- Apply the most effective SEO/SEM practices for clients to maximize their brand awareness, increase engagement and drive conversions.

- Leverage marketing insights, A/B testing, analytics to optimize search funnel and enhance the user experience.

Sr. Digital Marketing Manager, New York, NY

Aug 2016 to Nov 2018

NuRide

- Led and executed all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.

- Led a strong team to design, build and maintain their social media presence.

- Led the measurement to report performance of all digital marketing campaigns and assessed against goals (ROI and KPIs) via Google Analytics.

- Identified trends and insights, reaching the right market for higher conversion and increase of ROI.

- Brainstormed new and creative growth strategies through various channels to the targeted audience.

- Planned, executed and measured experiments and conversion tests via split A/b testing and multi-variant testing.

- Collaborated with internal teams to create landing pages and optimized user experience with HTML, CSS & Javascript

- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

- Provided data driven direction, conceptual and digital creative insights into the digital media strategy, working closely with in-house and outsourced digital creative teams.

- Managed the client's digital media budgets and media pricing and negotiation of media services.

Global Digital Marketing Manager, New York, NY

Nov 2015 to Oct 2016

L'OREAL

- Led the Global Marketing Division working with nearly 35 different countries as they prepared for their product launches.

- Provided affective digital marketing reports that led to the development of a redesigned responsive website and newly launched iOS and Android app "Matrix Color Lounge".

- Managed Web content (made with Site Core CMS).

- Used Google Analytics, Tap Clicks, Flurry to provide useful data on current users behaviors and report monthly KPIs reports to all 35 markets for both web and mobile app usages.

- Prepared team for market transitions, working on 302 and 301 URL redirects to ensure visitors following inbound links/backlinks from 3rd party websites.

- Worked with the marketing team to provide insights on current Paid/Display campaigns current progress.

- Managed SEO management ensuring the proper use of keywords to generate traffic from targeted audiences, insuring higher engagement and conversation rates.

Previous Experience

HISCOX Business Insurance, *Digital Content Manager*

New York, NY

Feb 2014- July 2015

Media Planet,

Digital Marketing Manager

New York, NY

June 2013– Dec 2013

MGID,

Digital Marketing Manager

New York, NY

Nov 2010– Dec 2012